

# Creativity flourishes when it's okay to make **MISTEAKS.**



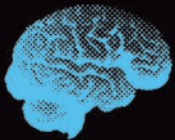
*"Never let the fear of striking out get in your way."*

— Babe Ruth

You know the classic stories of failure: When the ATM was first introduced by Citibank, it failed and was withdrawn from the market. Babe Ruth, the home run king for years, was also the strikeout king. Thomas Edison failed over 3,000 times to develop a working prototype of a lightbulb before succeeding. Yet his approach to mistakes said it all: "Well, we're making progress—we know a thousand ways it can't be done. We're that much closer to getting there."

If you can keep that healthy attitude towards short-term mistakes, you'll drastically reduce your chances of long-term failures. If you're not making mistakes, you're not making any discoveries. If you're not making discoveries, you're probably stuck in a rut.

**Take Risks**



Training people to innovate for growth  
Facilitating effective meetings  
New product concepts and strategic planning  
Organizational development to foster innovation

*"In this company, you'll be fired for not making mistakes."*

—Steve Ross

Late CEO, Time Warner



Global HQ: 518.327.3554  
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